



JOB DESCRIPTION

Position Title: **Director**

Working Area: **Tourism Development**

Class Code: 3507

Exempt

EEO Code: 01

Effective Date: August 30, 2002

Major Function

Professional and managerial work in the coordination of promotional and marketing programs for the Tourism Development Council.

Essential Functions

Note: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is a logical assignment to the position.

Conducts market research in the tourism industry, developing target areas for marketing recommendations. Develops an annual public relations and marketing plan for Seminole County for presentation to the Tourism Development Council and approval by the Board of County Commissioners.

Researches public relations and marketing programs best suited to educate and promote the tourism industry in Seminole County. Develops programs to promote the value of the tourism industry to Seminole County residents and school system.

Coordinates the activities of the advertising agencies secured to insure successful implementation and program fulfillment. Acts as a liaison between the advertising agencies and the Tourism Development Council.

Exercises final authority regarding hiring, termination, performance evaluation, disciplinary and/or commendatory actions for members of the Tourism Development Department.

Attends local trade and consumer shows to promote Seminole County's tourism industry as a representative of the Tourism Development Council. Develops and coordinates familiarization tours for travel writers and groups.

Prepares and presents the department's annual budget and assures continued adherence to parameters of adopted budgets.

Develops application form and criterion of evaluation for implementation of promotion and advertising tourism grants. Monitors grant contracts for compliance. Monitors receipt and disbursement of tourism development tax funds. Assists in the preparation of specific budgetary items for assigned department.

Responds to citizen complaints, researching problems and formulation solutions and responses. Advises the County Manager of relevant unresolved complaints.

Writes, edits, and coordinates the printing and mailing of tourism related information as well as prepares news releases and public service announcements regarding tourism related projects. Prepares quarterly reports as required by the Tourism Development Council.

Acts as a liaison to the Tourism Development Council, area Chambers of Commerce, and other local agencies in an effort to insure successful public relations and advertising campaigns. Acts as a liaison between the motion picture and television industry and the Tourism Development Council.

Performs other duties as assigned or as may be necessary.



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Minimum Qualifications

Extensive knowledge of the principles, practices, and procedures of marketing and public relations. Knowledge of all applicable laws, rules, and regulations governing the Tourism Development Council and applicable Sunshine Laws, as well as the use of the Tourism Development tax monies. Knowledge of current developments in the public relations and marketing fields. Knowledge of the requirements for making press releases with the news media, radio, and television broadcasters.

Ability to assemble informative news releases, pamphlets, and brochures. Ability to communicate effectively both orally and in writing. Ability to coordinate a multitude of activities at one time. Ability to establish and maintain effective working relationships with the Tourism Development Council, Seminole County staff and outside agencies.

Bachelor's Degree in Marketing, Public Relations, Journalism, Communications, Business or Public Administration, or hospitality Management field, and five (5) years of progressively responsible experience in advertising or marketing in a public or quasi-public agency.

A comparable amount of education, training, or experience may be substituted for the minimum qualifications.

This position is an appointed service classification.

Working Conditions

The work environment for this position is a general office setting. The incumbent performs most duties sitting at a desk, table or workstation. This position has regular exposure to radiant and electrical energy found in an office environment.